|  |  |
| --- | --- |
| Press Release | For Immediate Release: [insert date] |

 <Insert name of school> goes wild for WWF

### Take action and go wild #ForYourWorld

<Insert name of school> in [insert location for example Woking in Surrey] will be taking part in WWF’s (Worldwide Fund for Nature) [Wear It Wild](http://www.wwf.org.uk/wearitwild) on <insert date>**,** to raise awareness and vital funds to help protect our planet.

Our world is under threat like never before. Globally we’re all using the planet’s resources faster than nature can restore itself. Wear it Wild is WWF’s national fundraising event that aims to inspire thousands of people, young and old, to dress up wild and donate, in order to help nature and people thrive for future generations.

**<Insert name of spokesperson> at <Insert name of school>, said:** “Young people will inherit a world shaped by the actions we take today so we must act now and protect our planet. Our pupils are really excited to be involved in WWF’s Wear it Wild and are inspired to get involved in this fun event, raise awareness and funds and help spread the more serious message that we all need to take action.”

**Louise Hall, WWF-UK spokesperson, said**: “It’s incredibly inspiring to see so many schools taking part in Wear It Wild to help protect our planet. *We’re the first generation of people to know the impact of what we’re doing to the planet, and the last that has a chance to do anything about it.* At WWF we hope that **<Insert name of school>**’sparticipation will inspire others to take part and support the campaign.”

WWF’s Living Planet Report 2020 shows some of the devastating impacts we are having on our natural world and how our relationship with nature is broken. Wildlife populations have declined by over half in less than 50 years. Plummeting numbers of mammals, reptiles, amphibians, birds and fish around the world are an urgent sign that nature needs support.

As well as increasing awareness, all money raised will help support WWF’s work to tackle growing threats to the natural world and our precious wildlife.

Everyone can take part and organise an event for WWF’s Wear it Wild. To find out more, download resources and sign up, simply visit: wwf.org.uk/wearitwild

**Ends**

***Editor's notes***

Wear It Wild is inspired by WWF’s Living Planet Report, which revealed that wildlife populations worldwide have declined by 68% since 1970. To find out more about WWF’s Living Planet Report please visit our [website here: https://livingplanet.panda.org/en-gb/](https://livingplanet.panda.org/en-gb/)

**About WWF**WWF (Worldwide Fund for Nature) is one of the world’s largest independent conservation organisations, with more than five million supporters and a global network active in more than one hundred countries. Through our engagement with the public, businesses and government, we focus on safeguarding the natural world, creating solutions to the most serious environmental issues facing our planet, so that people and nature thrive.  Find out more about our work, past and present at wwf.org.uk.

Follow WWF-UK on [Facebook](https://www.facebook.com/WWFUnitedKingdom), [Twitter](https://twitter.com/wwf_uk) or [Instagram](https://www.instagram.com/wwf_uk/)

For further information, please contact:

**The WWF-UK Media Team**

* Office: **+44(0)1483 412383**
* Out of hours: **+44(0)7500 577620**
* Email: press@wwf.org.uk